Exploring the Potential of Social Media in strengthening Indian Sports Practices and Promotion with special reference to Olympics 2020

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Abstract

The Olympics 2020 can be promoted and Indian sports practises can be strengthened with the use of social media. Indian athletes, sports organisations, and sponsors may effectively promote Indian sports on a global level by using a variety of platforms and techniques to raise awareness, interact with fans, deliver real-time updates, empower minor sports, support athlete development, and gather feedback.The article looks at how social media might help underrepresented sports like shooting, wrestling, badminton, and hockey progress. Due to its enormous popularity in the Indian Subcontinent, cricket frequently receives premium sponsors, broadcast rights, media coverage, and viewership, which causes an imbalance in the sports ecosystem where other games face financial and marketing challenges. Twenty-two in-depth interviews with athletes, sports journalists, and providers of digital content were conducted as part of a qualitative investigation using a snowball sample. The rise of social media, according to research, has given athletes from sports other than cricket a sense of empowerment since it has given them more direct access to their fans, creating links of emotion that are recognised by online sports communities. Sports media in India are defining new priorities thanks to social media, and as a result, they are now more widely represented. Empirical findings show that factors including award-winning performances, globalisation of sports, player connections on digital media, sports marketing on social networking sites, and sponsorship streams in the sports economy are strongly driving India's interest in Olympic sports.

Keywords : Social Media , Sports , Non-Cricket Sports , Qualitative Inquiry , Olympic Games

Introduction

Social media platforms have become effective tools for promoting a variety of companies and bringing people together throughout the world. With a particular focus on the Olympics 2020, the goal of this study is to examine the possibilities of social media in enhancing Indian sporting traditions and marketing sporting events. We seek to offer insights into the impact of

social media on Indian sports through analysis of the present social media landscape, research into effective social media campaigns, and conducting interviews with players, coaches, and experts. The manner that information is shared and consumed has changed as a result of social media platforms like Facebook, Twitter, Instagram, and YouTube. The potential for promoting sports and other industries on these platforms is enormous. The 2020 Olympics offer a rare chance to investigate how social media might be used to improve Indian sporting traditions and market Indian athletes on a global level.

Recent Indian successes in the Olympics in 2016, the Commonwealth Games in 2018, the Asian Games, and the World Championships have refocused attention on a number of sports, including shooting, hockey, badminton, archery, boxing, wrestling, and athletics. The number of medals won has increased, and notable performances have stoked interest in sports other than cricket.Sports media have handled issues of gender inequality, performance, and differential emphasis on sports and athletes. Sports symbolise both the existing societal mass and the contemporary issues of mass audiences. For a very long time, the sports media alone assumed the obligation of informing, educating, and promoting the game, occasionally serving as the voice of the players or presenting the viewpoint of the fans, in addition to their roles as sport critics and game reviewers. In a society that is digitally networked, this might alter. Social media has emerged as a new public forum for mass discourse in the sports community.

The Sports Industry Business Report published a report in 2015 stating that cricket is the most popular sport in India, with commercial sporting leagues, proactive sponsorship opportunities, and a talent pool. Even though they are medal-intensive sports, hockey, badminton, wrestling, and shooting (HBWS) are being overshadowed by the cricket mania in terms of training and promotion, underscoring the lack of media attention and insufficient government funding given to sports other than cricket in India.All of that was about to change with the introduction of the Khelo India Programme.India is a suitable location to examine social media in redefining and repositioning sports (issues and events) in part due to the country's rapid adoption of the internet and mobile technology (503 million people will have access to the internet in India by 2017, according to an IAMAI report from 2014), and in part due to the fact that policymakers intend to expand sports beyond cricket.

We are prompted to consider sports production, communication, and consumption when restructuring media sport in the online world by commercial and structural constraints on media coverage of non-cricket sports in India (Business of Sports KPMG&CII Report, 2014).If TV

made sports more accessible to people around the world, the Internet has since evolved into a sports encyclopaedia (Boyle & Haynes, 2002).As stated by Smith (2014), "half of the twitter affiliated social activity is sports," social media is also heavily influenced by sports. Since mainstream media used online discussions to choose news during the inaugural social media games, Creedon (2014) dubbed the London Olympics "the Twitter Olympics." In contrast to traditional mass media methods, social media fosters more active ties between sports consumers, the media industry, and participants (Bruns and Shirley, 1999). Finding a broadcast partner is still difficult, hence social media is essential in women's sports (Vann, 2014). In addition to portraying the pictures of a nation, sports enhance awareness of gender, fans, and communities (Wenner, 2013). Recent studies (Creedon, 2014; Tang & Cooper, 2012; Schmidt, 2015) emphasise the importance of new media in relation to women's sports. In spite of the fact that social media helps to establish the philosophical and technical underpinnings of web 2.0 with regard to user-generated content (Kaplan & Haenstein), it ultimately leads to convergence culture (Jenkins, 2006), where technology enables the fans to co-create meanings. Social media has emerged as a powerful tool for connecting people worldwide, and its potential for strengthening Indian sports practices and promoting the Olympics 2020 is immense. Here are some ways social media can contribute to the growth of Indian sports and the promotion of the Olympics:

- Creating awareness and excitement: Social media platforms like Facebook, Twitter, and Instagram provide a vast audience base to disseminate information about Indian sports and the Olympics. Various sports organizations, athletes, and Olympic committees can use these platforms to build anticipation and create awareness about the games, encouraging participation and support.

- Encouraging fan engagement: Social media allows athletes to directly engage with their fans, creating a personal connection and building a loyal fanbase. Athletes can share behind-the-scenes glimpses, training updates, and interact with their followers, fostering a sense of unity and support that can motivate them to perform better.

- Providing real-time updates: Social media platforms allow for instantaneous communication, providing real-time updates about sports events, live scores, and Olympic performances. Fans can stay updated with the latest news, results, and highlights, fostering a sense of excitement and involvement throughout the tournament.

- Empowering smaller sports and athletes: Social media enables lesser-known sports and athletes to gain recognition and reach a wider audience. By sharing their stories, achievements, and struggles on platforms like YouTube or Twitter, athletes can find sponsorship opportunities and support from fans, ultimately contributing to the growth of Indian sports as a whole.

- Facilitating athlete development: Social media platforms like LinkedIn can be used to connect athletes with industry professionals, coaches, and mentors who can help them develop their skills and provide guidance for their sports careers. It also helps in networking and exploring opportunities for training and exposure that can ultimately benefit Indian athletes in the Olympics.

- Audience interaction and feedback: Social media enables sports organizations and athletes to gather feedback and opinions from their audience. By actively engaging with fans through polls, Q&A sessions, or live streams, athletes and organizations can understand the preferences and expectations of their audience, resulting in improved training methodologies and better promotion strategies.

Social media marketing and sponsorships: Social media platforms provide opportunities for sports organizations and sponsors to promote their brands and products effectively. By collaborating with athletes and using targeted advertising campaigns, sponsors can maximize their reach and generate interest in Indian sports, thus contributing to the growth of the industry.

Rapid Progression and Expanding Bouquet of Sports Ecosystem in Asia

As consumption, communication, and commercialization interact to produce a mediated sporting environment around the world, sports construct neo-social reality. Sporting competitions and events are becoming more popular around the world, which is a sign of peoples' growing emotional desire for excitement, adventure, and involvement. According to Westerbeek and Smith (2003), there is a clear connection between entertainment and sports based on the sheer number of huge sporting events during the past six decades. Asia is currently establishing itself as the centre of sport-related activity. The World Cup Korea/Japan 2002, the Olympic Games being awarded to Beijing in 2008, and the Common Wealth Games

being awarded to India in 2010 are all examples of the growing sports experience industry in Asia, according to John Cappo, International Vice President at International Management Group (IMG) (Hosting major international sports events: comparing Asia and Europe, Wolfram Manzenreiter and John Horne). The era of sporting events of three types—mega, major, or hallmark—especially on the Indian subcontinent—was inaugurated by this scalar development in the sports sector. Since cricket has been increasingly popular in India over the past few decades, there has been a rising lack of interest in other past-popular sports.

Sports, Media, and People

The widespread use of social media has changed how professional sport is marketed to large audiences. The way that sport is consumed globally, especially in India, has changed as a result of new media. As defined by blogs, content communities, social networking sites, virtual social worlds, virtual game worlds, and collaborative projects, sports fans, organisers, and the media are embracing a new communication model in sports (Kaplan & Haentin, 2010).

The Sports Illustrated's Chris Ballard succinctly stated, "The Web is rapidly changing the relationships between athletes, fans, and journalists,reapportioning access and power, redrawing boundaries," summarising the discussion on social media and sports and highlighting the need to examine sports media from the perspectives of source, author, and receivers alike.Studies on sports management, sports as a lucrative business, social media and fandom, athletes' branding techniques in relation to their own selves and symbols, and the influence of social media on sports news coverage have all been the subject of research in Europe and the USA. In an interview with A. Bernstein, Gilady claimed that most sports are not compelling for television, supporting the claim that minority sports in the US receive only sporadic coverage.Rupurt Murdoch, the owner of the most influential broadcast sports organisation in the world, declared categorically that "sport absolutelyoverpowers film and everything else in the entertainment genre" (cited in Eckersley & Benton, 2002, p. 20).Sports and films both contribute to the mediated celebritization of performers in India. Both bring to mind famous people whose loves, lives, and laughs are constantly praised, analysed, and consumed. Celebrities are needed and desired in India due to regular reports, special features, and excusive media coverage of sports stars' personal and professional life. Boorstin stated that "Only media can produce die celebrity.As a result, the mass media's contribution to the celebritization process is vital. (2015) (Macková, V.; Truneka, O.)

Examining the Literature

When examining the impact of Twitter on sports journalists in Indian, Australian, and British newspapers, Peter English (2014) discovered that many Indian sports writers have Facebook accounts rather than Twitter accounts due to the former's stronger market penetration.

According to an empirical study by Kian and Clavio (2011), internet journalists were less aggressive in promoting male supremacy in sports than their print counterparts.

Bernstein and Blain (2002) note that the majority of research on gender, media, and sport indicate underreporting of female athletes and concerns, with the Olympics of 1996 being a rare exception along with tennis.

Gonzalez, Guerrero-Solé, and Larrea (2014) conducted a structural analysis of Marca, the most popular online sports community in Spain. Of the 98% lurkers (members who do not comment), 63% engaged only once and exhibited significant levels of abuse and trolling related to sports fights and fan disputes.

Hutchins & Rowe (2010) in their report presented the challenges faced by media sports institutions and actors, including: Sports Organisations, Broadcasters, News Media Outlets, Telecommunications, Digital and Mobile Media Companies, Fans and Users along with the conflict, transitions commercial, cultural and legal formulations in arising out of shift from print to new media with key emphasis on balance between commercial and public interests in sports news with the advent of convergent technologies.

Hardin & Ash (2011) suggest that mainstream journalists relied on official sources, offered context to a story, and went beyond "breaking news"—as typified by the sports blogs—and highlight the limited reach of social media writing in sports.

This study was motivated by the paucity of research on social media and sports in India in general, and underrepresented sports in mainstream media in particular.

Conceptual Framework:

While Short, Williams, and Christie's (1976) concepts of social presence and social process in relation to social media validate the need to communicate with athletes, fans, and other stakeholders in media sport, Chad Whitkempers' (2014) quadrant of social media uses—competition community, cooperation community, proactive community, and passive

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community—assisted the researcher in comprehending the functions of sports communication on social media. A qualitative study aided by an inductive method was most appropriate to comprehend the potential of "new media" in the sports ecosystem. With the aid of a semi-structured interview schedule, a snowball sample of twenty-two (22) sports journalists, coaches, writers, athletes, and academicians was subjected to in-depth interviews. The concept of social media used in this essay is restricted to the usage and content of websites like Facebook, Twitter, Myspace, YouTube, etc. Studies based on Facebook and Twitter have examined athletic usage, the celebrityization of sports, sporting events, social media users, and popular sport during the past six years.

sampling and data gathering

The snowball sample consists of 15 sports journalists (working in print, television, and online media); three sports bloggers and fans; two players and coaches; and two sports academicians.

Results and Discussion

Underrepresented sports have a level playing field because to social media. Within India

Nearly all HBSW (Hockey, Badminton, Shooting, and Wrestling) participants, supporters, and followers agreed that all other sports, with the exception of cricket, receive stepmotherly treatment from the media, with "international feats" being the exception:

'As the demand for cricket has increased over the past many years, sports other than cricket are struggling to receive enough attention or highlights...The other sports, despite bringing honour and success to the nation, scarcely pique the interest of the average person. While cricket players' names, ratings of their performances, and team rankings are frequently discussed in households, few people are actually familiar with the other players…...There are reports about a variety of sports, including wrestling, archery, and fencing, which are promising and sports for the future but are still eclipsed by cricket glamour.(Player/shooter in interview no. 1).

The players themselves expressed great hope about social media's contribution to growing interest in sports other than cricket. Through daily direct communication on social media platforms like Twitter and Facebook, athletes are now forging emotional connections with fans, followers, and sports writers. (Hutchins and Rowe, 2011) minimising the contribution of

journalists to the dissemination of information. Indian athletes are revealing both their human and professional sides in order to start a conversation. Indian athletes, particularly shooters and wrestlers, believe their fan bases have grown significantly since they started using social media. For instance, hockey's fan base has grown as a result. I think that the rise is due to social media and smartphone apps with extensive sports content.(Sports blogger and fan Saifuddin Khan, Interview 19)

The journalists, though, were divided along party lines. While celebrity players' fan clubs may be a visible market of social media, several sports journalists believe that the focus on underrepresented sports has not truly increased as a result of social media:

 "I won't claim that non-cricket sports news is more popular among Indian news consumers, but there's no denying that social media keeps all athletes in the news as they interact with their followers on Facebook, Twitter, Instagram, and other platforms. On social media, a lot of people follow celebrities like Saina Nehwal, Sania Mirza, Vijender Singh, and Abhinav Bindra. (Interview 2, Jaspreet Sahni, News18.com's Deputy Sports Editor)

 The sports media has been forced to cover games besides cricket because of the performances. Others acknowledge that it is very hard for the mainstream media to maintain their gatekeeping because stories are now breaking on social media: "Media is divided, editors are biassed... They focus more on specific athletes since they know them well. Additionally, there are regional biases. For instance, Sushil Kumar received more attention and a favourable slant in the current debate over who should represent India in wrestling at the Rio Olympics than Narsingh Yadav from west Indian sports journalists.(The Tribune, Interview No. 11, Sabi Hussain).

Various sports are represented in print media solely on the basis of their current performance in contests, according to sports editors and correspondents from top Indian newspapers, who dismiss the significance of online social space in sports.

"I can determine which sport is popular without using social media"Social media is artificial and only used by privileged individuals. "I predict that both cricket and hockey will make news... Every time a team wins, it makes the news and receives more publicity. For instance, after Gagan Narang's performance at the 2004 Athens Olympics and Abhinav Bindra's following gold medal at the 2008 Beijing Olympics, Indian media coverage of shooting has increased.(Jaydeep Basu, The Telegraph, in interview no. 5).

Yes, the number of fans has grown, but this is also due to the mainstream media's growing attention given to sports. There are three to four regular sports pages in some publications.The finest news for the sports pages is an accomplishment on the pitch. When determining the significance of news, it might always be debatable, but to me, it has only ever been a sporting accomplishment.

"Breaking news is the main focus of social media, and TV is the finest medium for this.Twitter and Facebook nonsense is not the same as newspaper nonsense.(Interview 4: Sports Editor for The Hindu, Vijay Lokapally)

The best location to find unethical sporting practises is social media.

Shared content regarding contentious selection practises, doping, harassment, financial problems, and the carelessness or indifference of the sports administration frequently appears on social media. The pro-power agenda in sports seems to be being pushed by everyone on the same side of TV journalism like it's a fixed game. Free market, star-struck, and cricket-obsessed media frequently fail to report on significant sporting developments that may be offensive and may cause unease in the halls of power, leaving it to social media stakeholders to break the story. However, foreign athletic news rather than Indian tales is the main focus of the social media platform.

The study's interviews with sports stakeholders, particularly sports fans and academics, revealed that they have shared several posts about dubious tactics and have attempted to create a dialogue on ethical behaviour in sports. Sharing stories, reporting likes, and leaving a comment trail on gender-based discrimination, regional sports anomalies, and sports frauds are some of the attempts.

Social media's contribution to socially responsible journalism was also emphasised in the interviews. Following were some prominent examples provided throughout the interviews:

a) Discrimination against female athletes: In 2012, Manipur boxer Mary Kom exposed abuse and negligence in Indian women's boxing. She made it clear that prejudice and discrimination, both inside and outside of sports, were a sportsperson's deadliest adversaries since they might destroy the competitive spirit and bring the players to ruin.

b) Inconsistencies and Scams: Mainstream media took notice after Twitter, in particular, revealed Lalit Modi's shady participation.

c) Discrimination based on gender: Male and female cricket players travelling in the same class of service during the World T20 Cricket

d) The Effects of Corruption: Shashank Manohar's resignation as BCCI President as a result of corruption and N Srinivasan's impact

e) Matchfixing: Court reporters from various newspapers tweeted all of the Supreme Court proceedings on the BCCI spot-fixing case and the Lodha Commission from the courtroom. The SC hearings are not open to all journalists.

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Social Media's Effect on Sports Reporting: Methods and Techniques

Sports teachers, sports fans, journalists for mainstream media and sports websites, and sports fans themselves see the change in sports reporting as important in the social media age. Sports breaking news now has a new host: social media. All stories are first released on social media, followed by TV and then newspapers.

"All kinds of sports news are covered in social media. Sometimes it seems like social media cover more stories than we journalists." News on social media on issues other than win or loss of a sports tournament, in fact social media emphasise more on other things like controversies which erupt from the sports. (Amarnath Prasad, Sports Correspondent for HT Media, interview no. 7)

Players', teams', and even sports fans' personal narratives are becoming more important. A huge image with a caption opens the door to a microblog post that thrives on "nugget" details and emotional outbursts. "Trending on Twitter" and "Likes on Facebook" are indicators of a story's strength and whether or not it should be followed up on. More crucially, the field of sports journalism is changing in India as a result of Facebook and Twitter, often upending traditional news-gathering practises. Facebook and Twitter are routinely monitored, making social media updates important leads and a top source of information.

Yes, the introduction of social media has clearly affected how sports are covered. Nowadays, you can use a sportsperson's comment from Twitter or Facebook instead of conducting an in-person interview with them for the narrative. We are more connected than ever to our professional players, sports media, and other fans thanks to the seemingly endless 21st century pool of social networking platforms. (Catch News Interview No. 6 with Rohan Raj).

The study shows that the elite group (nexus) of renowned journalists and sports managers has also been affected by social media. Many sports journalists who are part of the elite list now have access to sports information:

Social media provides easier access to information...especially with relation to the fundamental events, contests, and scoring... It is no longer acceptable for a sports journalist to claim that they missed any news because there was no information available. ….Another illustration is player access.Their web presence aids in coverage when they are travelling, competing, or training.You can talk with them, obtain quotations from them, or contact them via Facebook or Twitter. Occasionally, when an athlete and coach are training abroad, we have skyped.(Interview No. 12 with Neeru Bhatia, The Week Magazine's deputy sports editor)

The entire sports ecosystem on the internet is filled with a variety of content that satisfies curiosity, fills knowledge gaps, develops opinion and analysis, understands nuances, and feeds upon rumour. Saumitra with NDTV All kinds of material, including reports, analyses, quirky blogs, and photos and videos, are shared. In many respects, everyone is a content generator, creating room for more sports writing styles. Player-Fan two-way communication is undermining the voice of sports journalists in India as well (Hutchins & Rowe, 2010), and shared journalism in Indian sports is on the rise (a phenomena more noticeable in political communication during elections or international war news).

The emergence of official fan pages and twitter accounts has damaged the credibility of journalistic reports because they are quick to refute news items or rumours. Therefore, predicting and reporting the appropriate news is more difficult. (Mobile ESPN Interview No. 8: Saurabh Das)

According to Sabi H., AC & Telephone Journalism has taken the place of field reporting."In my opinion, the actual news is out there. Social media often posts quotes, but there is rarely any verifiable data. (Times of India Interview No. 20: Debanjan Tiwari)

"Traditional journalism is rapidly disappearing. Information packaging and publication have changed significantly. Today, news is published every minute. The work of a journalist is now complicated. The work is now increasingly desk-based. Social networking allows you to obtain better, more accurate information very quickly. Traditional forms continue to exist, but packaging that includes behind-the-scenes details, graphics, images, and videos adds value.(Ndtv.com, Saumitra Bose, Interview No. 3).

The sports media believe that there has been a significant change in how news is gathered. My talks revealed that armchair or telephone journalism has replaced field reporting, which has suffered (Prabhjot Singh, PTC news Channel & Sabi, H Tribune). Players or other people who have Facebook and Twitter profiles are therefore not covered.

The character of sports writing has been criticised by print writers and editors as social media has grown. They criticise the fact that sports writing has expanded beyond the purview of "qualified sports journalists" to include players, managers, and fans as writers and curators of their own content. The most frequent complaint is that "no screening of the content" was done, with writing style coming in second. The online journalists support social media freedom, but they do so with a few restrictions: "Captions accompanying the links need to tell the real story inside." These shouldn't appear to be click-bait to entice users to click. That can eventually turn out to be ineffective.News18.com's Japreet Sahni While Short, Williams, and Christie's (1976) concepts of social presence and social process in relation to social media validate the need to communicate with athletes, fans, and other stakeholders in media sport, Chad Whitkempers' (2014) quadrant of social media uses—competition community, cooperation community, proactive community, and passive community—assisted the researcher in comprehending the functions of sports communication on social media. A qualitative study aided by an inductive method was most appropriate to comprehend the potential of "new media" in the sports ecosystem. With the aid of a semi-structured interview schedule, a snowball sample of twenty-two (22) sports journalists, coaches, writers, athletes, and academicians was subjected to in-depth interviews. The concept of social media used in this essay is restricted to the usage and content of websites like Facebook, Twitter, Myspace, YouTube, etc. Studies based on Facebook and Twitter have examined athletic usage, the celebrityization of sports, sporting events, social media users, and popular sport during the past six years.

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The study shows that the elite group (nexus) of renowned journalists and sports managers has also been affected by social media. Many sports journalists who are part of the elite list now have access to sports information:

Social media provides easier access to information...especially with relation to the fundamental events, contests, and scoring... It is no longer acceptable for a sports journalist to claim that they missed any news because there was no information available. ….Another illustration is player access.Their web presence aids in coverage when they are travelling, competing, or training.You can talk with them, obtain quotations from them, or contact them via Facebook or Twitter. Occasionally, when an athlete and coach are training abroad, we have skyped.(Interview No. 12 with Neeru Bhatia, The Week Magazine's deputy sports editor)

The entire sports ecosystem on the internet is filled with a variety of content that satisfies curiosity, fills knowledge gaps, develops opinion and analysis, understands nuances, and feeds upon rumour. Saumitra with NDTV All kinds of material, including reports, analyses, quirky blogs, and photos and videos, are shared. In many respects, everyone is a content generator, creating room for more sports writing styles. Player-Fan two-way communication is undermining the voice of sports journalists in India as well (Hutchins & Rowe, 2010), and shared journalism in Indian sports is on the rise (a phenomena more noticeable in political communication during elections or international war news).

The emergence of official fan pages and twitter accounts has damaged the credibility of journalistic reports because they are quick to refute news items or rumours. Therefore, predicting and reporting the appropriate news is more difficult. (Mobile ESPN Interview No. 8: Saurabh Das)

According to Sabi H., AC & Telephone Journalism has taken the place of field reporting."In my opinion, the actual news is out there. Social media often posts quotes, but there is rarely any verifiable data. (Times of India Interview No. 20: Debanjan Tiwari)

"Traditional journalism is rapidly disappearing. Information packaging and publication have changed significantly. Today, news is published every minute. The work of a journalist is now complicated. The work is now increasingly desk-based. Social networking allows you to obtain better, more accurate information very quickly. Traditional forms continue to exist, but packaging that includes behind-the-scenes details, graphics, images, and videos adds value.(Ndtv.com, Saumitra Bose, Interview No. 3).

The sports media believe that there has been a significant change in how news is gathered. My talks revealed that armchair or telephone journalism has replaced field reporting, which has

suffered (Prabhjot Singh, PTC news Channel & Sabi, H Tribune). Players or other people who have Facebook and Twitter profiles are therefore not covered.

The character of sports writing has been criticised by print writers and editors as social media has grown. They criticise the fact that sports writing has expanded beyond the purview of "qualified sports journalists" to include players, managers, and fans as writers and curators of their own content. The most frequent complaint is that "no screening of the content" was done, with writing style coming in second. The online journalists support social media freedom, but they do so with a few restrictions: "Captions accompanying the links need to tell the real story inside." These shouldn't appear to be click-bait to entice users to click. That can eventually turn out to be ineffective.News18.com's Japreet Sahni

Table 1: **Opinion Matrix of Interviewees on Sports Content and Issues Production and Consumption**

S.No		Typology of sports content	Agenda of sports content	Affiliation with Sports communities	Shortcomings of sports on social media
1	Sports Journalists in Print & TV	Prefer in-depth coverage of sports: a)humanitarian stories, b) Hard News c) columns on sports, politics and commerce d) sports news as entertainment	Salient Issues : National Team/Player victory Unique Development in international sports. Match fixing, Sports Associations and Bodies New Developments in Game Rules. (news value and editorial policy of the media house is the key)	Sportskeeda.com, official FB pages of HBSW and star accounts but do not follow web communities	Unverified reportage/writing ; false news, biased news fandom and fan wars , abuse on social media and online trolling of players , teams and even journalists
2	Online sports Journalists	Game Updates , Live updates,local and small town player stories, player reactions,promotional features, Team profiles, emerging players,build up before the game stories, scoops, interactive stories.	Issues : Matches/Events in Progress, Injuries to players, team selection, appointment of administrators,Controversies and scandals, infrastructure limitations	a)ESPNCricinfo for Cricket; ESPNTennis.Com for Tennis and so on. Communities on twitter and linkedin. b)Indian web communities : @India_AllSports and @OGQ_India on Twitter c) Sportskeeda facebook page d)Givemesports, goal.com, espnf, cricinfo, tennis.com, plaantik, footylounge,	Trolling and abuse of a sportspersons, Star wars , Planted stories , sponsored pages and communities by PR firms and sports managers, unnecessary hype around a game
3	Sports Academicians	Hard News and Soft News	Issues: Pro Government/establishment, winning teams, western nations and male players. Malpractices are not on the agenda	Lot of FB communities and twitter pages like Indian sports bloggers, hockey lovers, shooting pride etc.	Trolling , exaggerated stories on sensational news
4	Players & Coaches	Personality Based stories	Achievements , medals , image and personal lives of the sports stars	Online Fan Clubs , Fan Communities , Elite Player/Peer Groups , Sportskeeda.com	Trolling, Negative comments , hate mail, fan wars , morphed pictures and fake news
5.	Fans/followers and Bloggers		Virtually everything that is gratifying to sports consumers /fans	Sportskeeda.com	Trolling, abusive language is a problem, fan fights are not negative

Conclusion

The ability to take the initiative in dialogues increases the social presence of stakeholders like fans, followers, and independent sports fans, which in turn leads to an increase in their social impact. The interviews with players and coaches place a high weight on "Fandom" since fans follow superstars by associating themselves with them in their fantasies (Frazer & Brown, Sonkey 2006). As opposed to their online counterparts, conventional media journalists did not appreciate the rise, promise, or strength of social media, leaving traces of growing unease between sports writers, bloggers, and fans online. According to Hutchins and Rowe (2011), the traditional sports writer in India is uncomfortable with the debate or dialogue expanding to encompass all sports stakeholders and transcending the "dialogue of the deaf." But even the most conservative sports editors and journalists regularly monitor, audit, and screen social media information, proving that the field of sports journalism is changing. This study supports Pavlik's association between technology tools and news. The newfound ability for the players and coaches to establish themselves as distinctive brands and initiate and end discussions without a middleman has them jubilant. The quantity and variety of sports news and material available in online communities reflect the recognition of the extent and power of social media platforms. All sports communicators are aware of the unfair and improper exploitation of the growing public realm. The use of social media to promote Indian sportsmen internationally has the potential to revolutionise sports practises in India. Indian sportsmen may increase their visibility, interact with fans, and draw sponsors by making the most of social media. This study will add to the expanding body of research on the use of social media in sports and offer useful suggestions to aid Indian sports promotion and practises in the run-up to the 2020 Summer Olympics.

Consequences of the research

In order to meet the demand for developing dynamic sports cultures throughout Asia and Africa, this study will assist in designing a sports communication model for India that may be expanded to other emerging nations. Additionally, it will present important themes that will help close the gap between sports as a commercial enterprise and as a diverse multimedia collection of mediated and interactive communication.

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